

05-19-1998

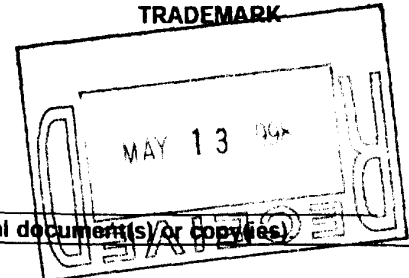
U.S. Department of Commerce
Patent and Trademark Office

TRADEMARK



100715754

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



MRD 5-13-98

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

☒ New

☐ Resubmission (Non-Recordation)
Document ID #

☐ Correction of PTO Error
Reel # Frame #

☐ Corrective Document
Reel # Frame #

Conveyance Type

☒ Assignment

☐ License

☐ Security Agreement

☐ Nunc Pro Tunc Assignment

☐ Merger

Effective Date
Month Day Year

3/16/98

☐ Change of Name

☐ Other

Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date
Month Day Year

3/26/98

Name TeleProfessional, Inc.

Formerly

☐ Individual ☐ General Partnership ☐ Limited Partnership ☐ Corporation ☐ Association

☐ Other

☐ Citizenship/State of Incorporation/Organization Incorporated in Iowa, USA

Receiving Party

☐ Mark if additional names of receiving parties attached

Name Advanstar Communications, Inc.

DBA/AKA/TA

Composed of

Address (line 1) 7500 Old Oak Boulevard

Address (line 2)

Address (line 3) Cleveland

City

Ohio

State/Country

44130-3369

Zip Code

☐ Individual ☐ General Partnership ☐ Limited Partnership

☒ Corporation ☐ Association

☐ Other

☐ Citizenship/State of Incorporation/Organization Incorporated in New York, USA

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

05/14/1998 DCDATES 00000126 75393056

01 FC:481
02 FC:482

40.00 OP
25.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 1732 FRAME: 0760

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

☐ Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text" value="75-393056"/>	<input type="text" value="75-437035"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed ☒

Deposit Account ☐

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes ☐

No ☐

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Martha M. Markusen

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS is made this 26th day of March, 1998, by TeleProfessional, Inc., an Iowa corporation ("TeleProfessional"), Ross M. Scovotti, Max E. Guernsey, Robert E. Van Voorhis, Jr. and Wendy J. Jorgensen (collectively, the "Assignors") to Advanstar Communications Inc., a New York corporation ("Buyer").

WHEREAS, Buyer has acquired the entire right, title and interest in and to all or substantially all assets and properties of TeleProfessional, including the trademarks as specified in Schedule A hereto (the "Trademarks"), pursuant to an Asset Purchase Agreement by and among the Assignees and Buyer dated as of March 26, 1998 (the "Purchase Agreement"); and

WHEREAS, pursuant to the Purchase Agreement, the Assignors have agreed to execute such additional instruments as may be necessary or desirable to confirm said acquisition of certain assets by Buyer and to vest in Buyer good and marketable title to the assets transferred pursuant to the Purchase Agreement, said assets including the Trademarks.

NOW, THEREFORE, in consideration of the foregoing, as well as for other good and valuable consideration the receipt of which is hereby acknowledged, the Assignors hereby sell, assign, transfer and set over to Buyer, its successors and assigns, the entire right, title and interest of the Assignors in and to the Trademarks, together with the goodwill of the business in which the Trademarks are used and which goodwill is symbolized by the Trademarks, and including the rights to recover damages, profits and other compensation for infringement, including past infringement, of the Trademarks and to file and obtain renewals thereof.

After the delivery of this Assignment, the Assignors shall upon request of Buyer execute and deliver such additional documents and instruments, and perform such additional acts, as may be required to perfect Buyer's right, title and interest in and to the Trademarks acquired by Buyer hereunder.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the Assignors have caused this instrument to be executed by the Owner's duly authorized officer as of the 26th day of March, 1998.

TELEPROFESSIONAL, INC.

By: 

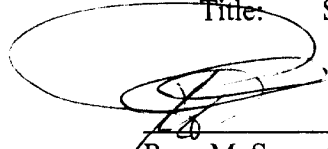
Name: Ross M. Scovotti

Title: President

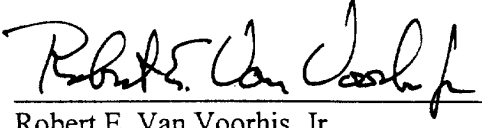
By: 

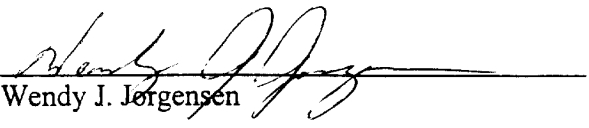
Name: Wendy J. Jorgensen

Title: Secretary


Ross M. Scovotti

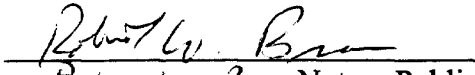

Max E. Guernsey


Robert E. Van Voorhis, Jr.


Wendy J. Jorgensen

STATE OF IOWA)
) ss.
COUNTY OF BLACK HAWK)

On this 26th day of March, 1998, before me personally came Ross M. Scovotti, to me personally known, who, being duly sworn, did depose and say that he resides at Waterloo, Iowa; that he is President of Teleprofessional, Inc., the corporation described in and which executed the above instrument; that he knows the corporate seal of said corporation; that the seal affixed of said instrument is such corporate seal; that it was so affixed by authority of the Board of Directors of said corporation; and that he signed his name thereto by likely authority.



Robert W. Bruns, Notary Public,
State of Iowa

SCHEDULE A

To Assignment of Trademarks Dated March 26, 1998

U.S. Trademark Registration No.: 2,048,755

Title: TeleProfessional (stylized)

Issue Date: April 1, 1997

Renewal Dates: April 1, 2003; April 1, 2007

For: Printed matter, namely, magazines about developing an inside telephone sales price for telemarketing managers, in class 16.

U.S. Trademark Registration No.: 1,995,790

Title: Man's Head logo

Issue Date: August 20, 1996

Renewal Dates: August 20, 2002; August 20, 2006

For: Providing printed advertising services, namely in magazines and brochures, in class 35.

Unregistered Trademarks:

The Tele-M@rket ✓

TeleProfessional International - n.s.

Call Center Product News - n.s.

Call Center Knowledge Worldwide

International Call Center Summit - n.s.